Librería

Bonilla y Asociados

desde 1950





Título:

Autor: Precio: \$716.00

Editorial: Año: 2006

Tema: Edición: 11^a

Sinopsis ISBN: 9780321482402

Known for its time-honored, fully integrated learning system, the Eleventh Edition stays on the cutting edge with progressive new tools and fresh, thought-provoking content. Gitman's proven learning goal method provides students with a road map through the content. The overarching organization of the text is designed to conceptually link a firm's actions to its value as determined in the securities markets. Each major decision area is presented in terms of both risk and return factors and the potential impact on the owner's wealth.

Every new textbook comes with MyFinanceLab (formerly known as FinanceWorks), Addison-Wesley's online homework, testing, and tutorial system. MyFinanceLab saves instructors time with automatically graded homework, and gives students the benefit of individualized study plans, unlimited practice, and immediate feedback.

Teléfonos: 55 44 73 40 y 55 44 72 91